

## ANALYSIS OF GO JEK E-SERVICE QUALITY AND ITS EFFECT ON CUSTOMER SATISFACTION IN JAMBI CITY

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### Abstract

*The development of technology is one of the supporting tools for companies capable of meeting the needs of consumers, by providing the best service. One technology-based business is GO Jek. GO jek is a company that leads the ojek transportation industry revolution that was pioneered since 2010. The technology-based Go Jek service or known as the quality of electronic services (E-service) provides convenience to customers through internet media. The research method is descriptive verification with multiple linear regression analysis tools. The number of samples used was 164 respondents. The results showed the simultaneous effect of variable e-service quality on consumer satisfaction of Go Jek in Jambi City. The dominant sub-variable influencing is an efficiency that is equal to 50.66%.*

**Keywords:** E-service Quality, Customer Satisfaction

### Introduction

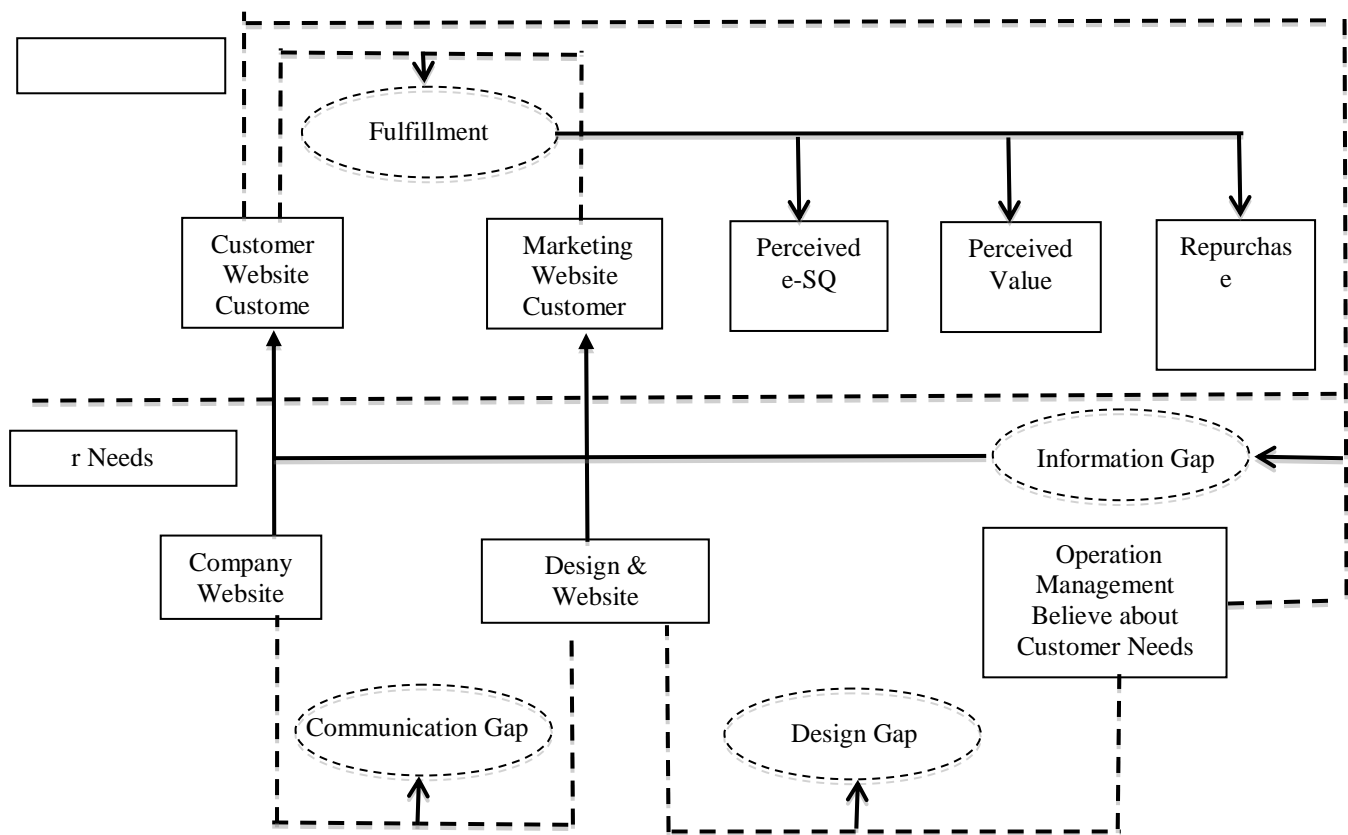
Business competition raises many innovations aimed at fulfilling customer wants and needs. The development of technology is one of the supporting tools for companies able to meet consumer needs, by providing the best service. One technology-based venture is GO Jek. GO Jek is the company that led the revolution in the motorcycle taxi industry which has been pioneered since 2010. GO Jek, which initially only focused on delivering passengers from one place to another, has now expanded to other business units such as Go-ride, Go-Car, Go-food, Go-Mart, Go-tix, Go-med, Go shop, Go clean, Go send, Go glam, Go massage, Go Busway, Go Auto, Go Bluebird to business units in the form of Go-Pay , Go-pulses, Go-bills and Go-Points ... Until the middle of 2017 Go Jek has been downloaded almost 40 million times with the number of driver partners as many as 250 thousand people and 7000 service providers in Indonesia, (Wartaekonomi.co.id, 2017).

Technology-based Go-Jek services or known as electronic service quality (E-service) provide convenience to customers through internet media. Service quality through internet media or E-service quality is defined as "the extent to which websites facilitate shopping, purchasing and shipping products, and services effectively and efficiently" (Bressoles & Durrieu, 2011). Zeithaml, et al (2002) in Fandy Tjiptono & Gregorius Chandra (2011) identified seven dimensions of e-SERVQUAL, namely efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact.

Based on the phenomenon that the problem can be formulated as follows: How does e-service quality that is run by Go Jek in Jambi City? and Does e-service quality Go Jek affect consumer satisfaction in Jambi City? So the goal to be achieved in this study is to find out the e-service quality on Go Jek in Jambi City and the effect of e-service quality on consumer satisfaction.

To achieve the goal, the company, especially Goek, cannot rule out the quality of services provided, or in marketing, terms called e-Service Quality (E-SERVQUAL). The e-service quality (e-SERVQUAL) model which is considered to be the most comprehensive and integrative, is the model proposed by Zeithaml, et al (2002) in Fandy Tjiptono (2011).

In the SERVQUAL model, there are 4 kinds of gaps, namely information gap, design gap, communication gap, and fulfillment gap. The SERVQUAL conceptual framework integrates two main aspects, namely (1) customer assessment of the quality of electronic services and their consequences, and (2) organizational weaknesses that can contribute to the poor assessment of the quality of electronic services. The e-service quality model can be seen in the picture below:



Source: Zethaml, et al (2002) into Fandy Tjiptono & Gregorius Chandra (2011)

**Figure 1. E-service Quality Model**

From the picture above, it can be seen that on the company side there are three sources of potential problems (information gap, design gap, and communication gap) in the process of designing, operating and marketing a website. These three gaps collectively contribute to the fulfillment gap on the customer side, which in turn has an impact on perceived e-service quality, perceived value and repurchase behavior.

Information gap reflects the gap between the demands of customer needs regarding a website and the beliefs of the management or website manager regarding the demands of these needs. Design gap can occur if the company fails to optimally utilize all knowledge regarding the features that customers expect into the structure and function of the company's website.

Communication gap reflects the lack of accurate understanding of marketing staff on the features, capabilities, and limitations of the website. While fulfillment gap reflects the gap between the demands of customer needs and experience.

Zeithaml, et al (2002) in Fandy Tjiptono (2011) identified seven dimensions of e-SERVQUAL which formed the scale of "core online service" and the scale of "recovery online service". The seven e-SERVQUAL dimensions include:

1. Efficiency, namely the ability of customers to access the website, search for the desired product and information relating to the product, and leave the site concerned with minimal effort.
2. Reliability, with regard to the technical functionality of the site in question, specifically the extent to which the site is available and functioning properly.
3. Fulfillment, including accuracy of service promises, availability of product stock, and product delivery in accordance with the promised time.
4. Privacy, in the form of guarantee that shopping behavior data will not be given to any other party and that the customer's credit card information is guaranteed.
5. Responsiveness is the ability of online retailers to provide the right information to customers when problems arise, have a mechanism to handle product returns, and provide an online guarantee.
6. Compensation, including refunds, shipping fees, and product handling fees.
7. Contact (Contact), reflects the customer's need to be able to talk to customer service staff online or by telephone (and not communicate with the machine).

## Method

The object in this study is a consumer who rides Go Jek services in Jambi City. The research variables used were e-service quality consisting of Efficiency (X1), Reliability (X2), Fulfillment (X3), Privacy (X4), Responsiveness (X5), Compensation (X6) and Contact (X7), as well as the effect on consumer satisfaction (Y) Go Jek in Jambi City. The population of consumers who have used Go Jek services is unknown, so the determination of samples using the ratio of respondents to each parameter is 1 to 5. This means that for each parameter estimated it takes 5 number of respondents (Hair et al, 1998). The indicators used in this study were 32 items, so the number of samples used was 154 people (5x32). However, to avoid mistakes and not return the questionnaire, questionnaires were distributed to 164 respondents.

Instrument or tool used in collecting questionnaires is data in the form of questionnaires in the form of statements. To determine the value or score of a questionnaire by using a Likert scale, which is to change the qualitative data obtained into quantitative data. Likert scale is a method used to measure attitudes (Sugiono; 2008). The measure used to assess the answers given is four (4) levels, namely a score of 1 (one) to 4 (four).

The equation model that will be used in this study is a multiple linear regression model. Testing is done by looking at the values of F and t, where the value of F is used to determine the simultaneous effect of independent variables on the dependent variable. While the t-test is used to determine the effect partially between independent variables on the dependent variable. In addition, the calculation of the coefficient of determination (R<sup>2</sup>), where the coefficient of determination (R<sup>2</sup>) is used to determine the percentage of independent variables together can explain the dependent variable.

## Results and Discussion

The results of the questionnaire spread to 164 respondents obtained the following data; the majority of Go Jek service users are women, aged 15-20 years, earning <Rp. 1,000,000, with the equivalent level of high school education and the widely used Go- Jek application is Go ride, Go car and Go food. The average results of respondents' responses to each sub-variable used in this study can be seen in the following table:

**Table 1. Average Tabulation of Respondents' Response to Research Variables**

No.	Variable	Nilai Rata-Rata	Kategori
1.	Efficiency	3,26	Positive (Satisfied)
2.	Reliability	3,29	Positive (Satisfied)
3.	Fulfillment	3,05	Positive (Satisfied)
4.	Privacy	3,09	Positive (Satisfied)
5.	Responsiveness	3,14	Positive (Satisfied)
6.	Compensation	3,07	Positive (Satisfied)
7.	Contact	3,09	Positive (Satisfied)
8.	Satisfaction	3,27	Positive (Satisfied)

Source : Data processed, 2018.

Overall, the variables used in this study show a positive (satisfied) category because they are in the range of 3.00 - 3.99. This means that descriptively shows that consumers in Jambi City are satisfied with the e-service quality offered by Go Jek. The results of the validity and reliability test, the data above shows valid and reliable with the Cronbach alpha value of 0.931 above the minimum limit of 0.80 (Sekaran, 2006). Simultaneous tests (F test) carried out obtained the following results:

**Table 2. Simultaneous Tests (Test F)**

ANOVA <sup>b</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,102	7	9,015	83,926	,000 <sup>a</sup>
	Residual	16,971	158	,107		
	Total	80,073	165			

a. Predictors: (Constant), X7, X3, X1, X5, X4, X6, X2

b. Dependent Variable: Y

Source : Data procdses, 2018.

From the table above, it can be seen that simultaneously the independent variable significantly influences the dependent variable because the significance value is smaller than the value of the degree of trust used, namely 0,000 <0,05. This means that e-servequal consisting of sub-variables Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation and Contact jointly influence the variable customer satisfaction Go Jek service users in Jambi City. While the partial test (t-test) obtained the following results:

**Table 3. Partial test (t-test).  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,189	,164		-1,152	,251		
	X1	,264	,052	,266	5,066	,000	,485	2,060
	X2	-,010	,060	-,009	-,160	,873	,390	2,565
	X3	,131	,060	,123	2,202	,029	,433	2,308
	X4	,204	,054	,212	3,775	,000	,424	2,361
	X5	,077	,050	,083	1,547	,124	,467	2,140
	X6	,236	,060	,229	3,952	,000	,398	2,512
	X7	,163	,055	,180	2,948	,004	,359	2,784

a. Dependent Variable: Y

Source : Data Processes, 2018.

Based on the table above, it can be seen that partially the e-servequal variable which consists of Efficiency (X1), Fulfillment (X3), Privacy (X4), Compensation (X6) and Contact (X7) influences positively and significantly on the variable customer satisfaction of service users Go Jek in the City, this can be seen from the significance value of the five sub-independent variables smaller than the degree of confidence of 0.05. Whereas for the sub-variable Reliability (X2) has a negative constant value and Responsiveness (X5) is positive but does not significantly affect the variable customer satisfaction. This happens because consumers already know and get a lot of information about Go Jek, so there is no doubt for them to use the services offered by Go Jek. One indicator of reliability is that employees are easily recognizable, things that are a complaint from consumers Go Jek because it is difficult for drivers or employees of Go car to know their identities, both from the vehicle user does not have a special sticker until the clothes used do not have the main characteristics like the Go Ride driver.

Partially, the e-servequal variable which consists of Efficiency (X1), Fulfillment (X3), Privacy (X4), Compensation (X6) and Contact (X7) has an influence on consumer satisfaction of Go Jek service users by 50.66% (X1), 22.02% (X3), 37.75% (X4), 15.47% (X5), 39.52% (X6) and 29.48% (X7). So that the most dominant value affecting consumer satisfaction Go Jek service users is sub-variable efficiency. With the Go Jek service, consumers can fulfill their needs in terms of daily mobility, food, and beverage shopping, until the purchase of credit and money transfers, all of which can be obtained through one application. From the data above, it can also be seen that the mathematical models of this study are as follows:

$$Y = -0,189 + 0,264X1 - 0,10X2 + 0,131X3 + 0,204X4 + 0,077X5 + 0,236X6 + 0,163X7 + e$$

This means that without sub-variables Efficiency (X1), Fulfillment (X3), Privacy (X4), Responsiveness (X5), Compensation (X6) and Contact (X7) then customer satisfaction will not be realized because the constant value is -0,189. But if added to the six sub-variables, customer satisfaction will be achieved. While sub-variable reliability can be ignored by consumers.

The coefficient of determination R<sup>2</sup> will explain how much a change or variation in a variable can be explained by changes or variations on other variables. In this study the coefficient of determination R<sup>2</sup> can be seen in the following table:

**Table 4. The coefficient of Determination (R<sup>2</sup>)  
Model Summary**

Model	R	R Square	Adjusted R Square	Std. of Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,888 <sup>a</sup>	,788	,779	,32774	,788	83,926	7	158	,000	1,855

a. Predictors: (Constant), X7, X3, X1, X5, X4, X6, X2

b. Dependent Variable: Y

Source: Data processed, 2018.

Based on the table above it can be seen that the e-servequal variable consisting of Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation and Contact has an effect on consumer satisfaction Go Jek

service users in Jambi City amounted to 77.9%, while the remaining 22.1% was influenced by other variables outside the variables used in this study.

### **Conclusions and Recommendations**

The conclusion that can be drawn from this study is that the majority of Go Jek application users are students and students with service applications that are often used are Go Food, Go car and Go Ride. Variable e-servequal consists of Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation and Contact simultaneously have a significant effect on consumer satisfaction Go Jek service users in Jambi City, but partially Reliability and Responsiveness do not significantly influence customer satisfaction. The variable sub-variables of e-servequal which most dominantly affect satisfaction is efficiency, which is equal to 50, 66%.

The temporary advice that can be given to Go Jek's business is that employees/drivers are expected to pay more attention to road safety and specifically to Go car so that the drivers of Go Jek have standardized attributes such as those used by Go Ride drivers, namely Jackets that indicate that they are true employee / official driver from Go Jek. Drivers or employees from Go Jek are given training on how to serve consumers and customers so that they are able to be friendly and understand customer needs well.

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